

ABSTRACT

The object of the invention is to provide a transmission method of the digital broadcasting that can be carried out under the digital
5 broadcasting using the terrestrial waves and does not need complicated operations of using GUI screen.

The transmission method of digital broadcasting for multiplexing and transmitting program data including at least one of digital audio data and digital video data with other information is characterized that the
10 program data, the download data corresponding to the contents of the program data, and the reference information correlating the download data with the program data are multiplexing with each other, and then the multiplexing signals are transmitted over the specific frequency band.